

The purpose of this report is to display aggregate demographic information by caller type. Caller type information is based upon the date that the participant calls to enroll in a program or receives information about a program.

Method of Entry

NOTE: Includes Tobacco User, Proxy, Provider and General Public.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Phone: Inbound English	170	72.7 %	351	77.8 %
Phone: Inbound Spanish	2	0.9 %	2	0.4 %
Phone: Re-enrollment Offer	1	0.4 %	1	0.2 %
Phone: Outbound Self-Referral	1	0.4 %	1	0.2 %
Web	2	0.9 %	3	0.7 %
Fax	58	24.8 %	93	20.6 %
Total	234	100.0 %	451	100.0 %

Caller Type

	Current Month	Current Month %	Contract YTD	Contract YTD %
Tobacco User	213	91.0 %	409	90.7 %
Proxy	2	0.9 %	7	1.6 %
Provider	4	1.7 %	8	1.8 %
General Public	15	6.4 %	27	6.0 %
Total	234	100.0 %	451	100.0 %

How Heard About

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Brochure/Newsletter/Flyer	13	6.1 %	31	7.5 %
Cigarette Pack (Quit Assist)	-	-	2	0.5 %
Community Organization	6	2.8 %	7	1.7 %
Employer/Worksite	5	2.3 %	13	3.2 %
Family/Friend	24	11.2 %	44	10.7 %
Health Department	18	8.4 %	27	6.6 %
Health Insurance	2	0.9 %	6	1.5 %
Health Professional				31.3 %
<i>Health Care Provider</i>	<i>49</i>	<i>22.9 %</i>	<i>87</i>	<i>21.1 %</i>
<i>Health Educator</i>	<i>5</i>	<i>2.3 %</i>	<i>7</i>	<i>1.7 %</i>
<i>Mental Health Provider</i>	<i>1</i>	<i>0.5 %</i>	<i>2</i>	<i>0.5 %</i>
<i>Nurse</i>	<i>8</i>	<i>3.7 %</i>	<i>13</i>	<i>3.2 %</i>
<i>OB/GYN Specialist</i>	<i>-</i>	<i>-</i>	<i>1</i>	<i>0.2 %</i>
<i>Other</i>	<i>5</i>	<i>2.3 %</i>	<i>9</i>	<i>2.2 %</i>
<i>Other Specialist</i>	<i>3</i>	<i>1.4 %</i>	<i>4</i>	<i>1.0 %</i>
<i>Physician Assistant</i>	<i>1</i>	<i>0.5 %</i>	<i>1</i>	<i>0.2 %</i>
<i>Social Worker</i>	<i>3</i>	<i>1.4 %</i>	<i>5</i>	<i>1.2 %</i>
Sub Total	75	35.0 %	129	31.3 %
Newspaper/Magazine	1	0.5 %	3	0.7 %
Outdoor Ad				1.5 %
<i>Banner</i>	<i>-</i>	<i>-</i>	<i>1</i>	<i>0.2 %</i>
<i>Billboard</i>	<i>2</i>	<i>0.9 %</i>	<i>4</i>	<i>1.0 %</i>
<i>Other</i>	<i>1</i>	<i>0.5 %</i>	<i>1</i>	<i>0.2 %</i>
Sub Total	3	1.4 %	6	1.5 %
Radio	1	0.5 %	4	1.0 %
Re-enrollment Offer	1	0.5 %	1	0.2 %
TV/Commercial	35	16.4 %	89	21.6 %
TV/News	1	0.5 %	1	0.2 %
Website	5	2.3 %	10	2.4 %

How Heard About

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Does Not Remember	2	0.9 %	2	0.5 %
Other	22	10.3 %	37	9.0 %
Refused	3		10	
Not Collected	17		29	
Total	234	100.0 %	451	100.0 %

Tobacco Users by Gender

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Male	77	40.7 %	137	37.7 %
Female	112	59.3 %	226	62.3 %
Refused	-		1	
Not Collected	1		1	
Not Asked	-		-	
Total	190	100.0 %	365	100.0 %

Tobacco Users by Ethnicity

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Hispanic	17	9.4 %	24	6.9 %
Non-Hispanic	163	90.6 %	322	93.1 %
Does Not Know	-	-	-	-
Refused	1		1	
Not Collected	8		16	
Not Asked	1		2	
Total	190	100.0 %	365	100.0 %

Tobacco Users by Race

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
White	141	78.8 %	279	80.9 %
Black or African American	19	10.6 %	39	11.3 %
Asian				0.3 %
Asian Indian	-	-	-	-
Cambodian	-	-	-	-
Chinese	1	0.6 %	1	0.3 %
Filipino	-	-	-	-
Hmong	-	-	-	-
Japanese	-	-	-	-
Korean	-	-	-	-
Laotian	-	-	-	-
Pakistani	-	-	-	-
Taiwanese	-	-	-	-
Thai	-	-	-	-
Vietnamese	-	-	-	-
Other Asian	-	-	-	-
Indonesian	-	-	-	-
Does Not Know	-	-	-	-
Refused	-	-	-	-
Not Collected	-	-	-	-
Sub Total	1	0.6 %	1	0.3 %

Tobacco Users by Race

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Native Hawaiian/Other Pacific Islander				-
<i>Native Hawaiian</i>	-	-	-	-
<i>Samoan</i>	-	-	-	-
<i>Tongan</i>	-	-	-	-
<i>Tahitian</i>	-	-	-	-
<i>Maori</i>	-	-	-	-
<i>Guamanian/Chamorro</i>	-	-	-	-
<i>Other Micronesian (e.g. Marshallese, Palauan, Pohnpelan, Chuukese, Yapese, Salpanese, Kosraean)</i>	-	-	-	-
<i>Fijian</i>	-	-	-	-
<i>Other Pacific Islander</i>	-	-	-	-
<i>Does Not Know</i>	-	-	-	-
<i>Refused</i>	-	-	-	-
<i>Not Collected</i>	-	-	-	-
Sub Total	-	-	0	0.0 %
American Indian or Alaskan Native	3	1.7 %	6	1.7 %
Arab or Arab American	-	-	-	-
Not Asked	1		2	
Other	15	8.4 %	20	5.8 %
Does Not Know	-	-	-	-
Refused	2		2	
Not Collected	8		16	
Total	190	100.0 %	365	100.0 %

Tobacco Users by Language Spoken

	Current Month	Current Month %	Contract YTD	Contract YTD %
English	183	96.3 %	358	98.1 %
Spanish	7	3.7 %	7	1.9 %
Total	190	100.0 %	365	100.0 %

Tobacco Users by Age

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
17 years old and under	1	0.5 %	2	0.6 %
18 to 24	27	14.4 %	53	14.6 %
25 to 30	25	13.3 %	45	12.4 %
31 to 40	36	19.1 %	62	17.1 %
41 to 50	38	20.2 %	80	22.1 %
51 to 60	42	22.3 %	78	21.5 %
61 to 70	14	7.4 %	30	8.3 %
71 to 80	4	2.1 %	9	2.5 %
Over 80	1	0.5 %	3	0.8 %
Not Collected	-		-	
Refused	2		3	
Total	190	100.0 %	365	100.0 %

Tobacco Users by Education

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Less than grade 9	6	3.4 %	9	2.6 %
Grade 9-11, no degree	25	14.0 %	52	15.3 %
GED	15	8.4 %	26	7.6 %

Tobacco Users by Education

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
High School Degree	44	24.7 %	84	24.7 %
Some College or University	55	30.9 %	96	28.2 %
College or University Degree	24	13.5 %	54	15.9 %
Some Technical/Trade School	1	0.6 %	5	1.5 %
Technical/Trade School Degree	8	4.5 %	14	4.1 %
Does Not Know	-	-	-	-
Refused	1		2	
Not Collected	7		17	
Not Asked	4		6	
Total	190	100.0 %	365	100.0 %

Tobacco Users by Tobacco Type

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question. Participants may select multiple responses.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Cigarette	183	94.3 %	349	93.3 %
Cigar	5	2.6 %	10	2.7 %
Pipe	-	-	-	-
Smokeless Tobacco	5	2.6 %	14	3.7 %
Other	1	0.5 %	1	0.3 %
Not Collected	2		3	
Total	196	100.0 %	377	100.0 %

Female Tobacco Users by Pregnancy Status

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Not Pregnant	95	84.8 %	195	86.3 %
Currently Pregnant	16	14.3 %	27	11.9 %
Planning Pregnancy in the Next 3 Months	-	-	3	1.3 %
Currently Breastfeeding	1	0.9 %	1	0.4 %
Refused	-		-	
Not Collected	-		-	
Total	112	100.0 %	226	100.0 %

Tobacco Users by Chronic Conditions

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question. Participants may select multiple responses.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Asthma	35	16.0 %	71	16.4 %
CAD	17	7.8 %	30	6.9 %
COPD	30	13.7 %	69	16.0 %
Diabetes	24	11.0 %	48	11.1 %
None	109	49.8 %	207	47.9 %
Does Not Know	4	1.8 %	7	1.6 %
Refused	-		-	
Not Collected	4		7	
Total	223	100.0 %	439	100.0 %

Tobacco Users by Stage at Registration

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Precontemplation	-	-	-	-
Contemplation	12	6.4 %	27	7.5 %
Preparation	155	82.9 %	293	81.6 %

Tobacco Users by Stage at Registration

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Action - Unknown	3	1.6 %	5	1.4 %
Action - Less than 24 hours	2	1.1 %	5	1.4 %
Action - 24 hours to less than 7 days	7	3.7 %	14	3.9 %
Action - 7 days to less than 1 month	6	3.2 %	11	3.1 %
Action - 1 month to less than 6 months	1	0.5 %	1	0.3 %
Maintenance - 6 months or more	1	0.5 %	3	0.8 %
Not Collected	3		6	
Total	190	100.0 %	365	100.0 %

Tobacco Users by Income Level

	Current Month	Current Month %	Contract YTD	Contract YTD %
Less than \$10,000	48	27.4 %	103	31.1 %
Less than \$15,000 (\$10,000 to less than \$15,000)	23	13.1 %	43	13.0 %
Less than \$20,000 (\$15,000 to less than \$20,000)	25	14.3 %	43	13.0 %
Less than \$25,000 (\$20,000 to less than \$25,000)	10	5.7 %	18	5.4 %
Less than \$35,000 (\$25,000 to less than \$35,000)	18	10.3 %	31	9.4 %
Less than \$50,000 (\$35,000 to less than \$50,000)	23	13.1 %	35	10.6 %
Less than \$75,000 (\$50,000 to less than \$75,000)	14	8.0 %	22	6.6 %
More than \$75,000	5	2.9 %	17	5.1 %
Does Not Know	9	5.1 %	19	5.7 %
Refused	3		9	
Not Collected	12		25	
Total	190	100.0 %	365	100.0 %

Female Tobacco Users by Sexual Orientation

NOTE: Percentage of total does not include Not Asked, Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Transgender	-	-	1	0.5 %
Heterosexual or straight	96	94.1 %	192	92.8 %
Gay or lesbian	2	2.0 %	4	1.9 %
Bisexual	2	2.0 %	6	2.9 %
Other	2	2.0 %	2	1.0 %
Does Not Know	-	-	2	1.0 %
Not Asked	1		2	
Not Collected	-		-	
Refused	9		17	
Total	112	100.0 %	226	100.0 %

Male Tobacco Users by Sexual Orientation

NOTE: Percentage of total does not include Not Asked, Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Transgender	-	-	-	-
Heterosexual or straight	67	97.1 %	123	98.4 %
Gay or lesbian	2	2.9 %	2	1.6 %
Bisexual	-	-	-	-
Other	-	-	-	-
Does Not Know	-	-	-	-
Not Asked	1		1	
Not Collected	-		-	
Refused	7		11	
Total	77	100.0 %	137	100.0 %